ORDER

Orders Order / Rev: 683909 06144549 Alt Order #: DCCC Product Desc: WKYC 1194 Estimate: Flight Dates: 10/18/12 - 10/22/12 Primary AE: Joe Knauer Sales Office: Original Date / Rev: 05/15/12 / 10/23/12 T-WAS Order Type: Political Sales Region: NAT Great American Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW, Ste. 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser **Democratic Congressional Campaign** Name: Demographic: A25-54 New Business Thru: **Product Codes:** IS-Candidate/US House 00:15:00 Order Separation: Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	37	\$57,700.00	\$49,045.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$57,700.00	\$49,045.00	0.00
Totals	37	\$57,700.00	\$49,045.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	25%	\$57,700.00
Market	100%	\$230,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$2,308.00
WEWS	28%	\$64,624.00
WJW	29%	\$66,932.00
WOIO	16%	\$36,928.00
WUAB	1%	\$2,308.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 8 WKYC	10/20/1	2 10/20/12	SAT TDY	CM	7a-9a	S-	:30 1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
			NBC Today Show	/ (Sa)							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	15/12	10/21/12	S-	1	\$1,200.00	0.00					
E 9 WKYC	10/21/1	2 10/21/12	SUN TDY	CM	8a-9a	S	:30 1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
			NBC Today Show	/ (Su)					l		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	15/12	10/21/12	S	1	\$1,200.00	0.00					
E10 WKYC	10/18/1	2 10/19/12	M-F 9-10a Today	II CM	9a-10a	TF	:30 1	\$700.00 P-3	0.00 NM	1	\$700.00
			Today Show II								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	15/12	10/21/12	TF	1	\$700.00	0.00					

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Alt Order #: 06144549 Product Desc: DCCC WKYC

Flight Dates: 10/18/12 - 10/22/12 Estimate: 1194

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	s Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E11 WKYC	10/22/1	2 10/22/12	M-F 9-10a Today Today Show II	II CM	9a-10a	М	:30	1	\$700.00 P-3	0.00 NM	0	\$0.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$700.00	Rating 0.00						
	Date Ra		escription	•	t/End Time	0.00	Weekdays	Le	ngth Rate	Rtg Type		
	10/22/12 edited	2-10/28/12 N	1-F 9-10a Today II	9a-1	0a		M		:30 (\$700.00)	0.00 NM		
E 12 WKYC	10/18/1	2 10/19/12	M-F 11a-1230p	CM	11a-1230p	TF	7 :30	2	\$250.00 P-3	0.00 NM	2	\$500.00
			11a-1230p									
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	Weekdays TF	Spots/Week 2	Rate \$250.00	Rating 0.00						
E 13 WKYC			M-F 11a-1230p	CM	11a-1230p	M	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
			11a-1230p		•							•
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating						
Week: 10/ E14 WKYC		10/28/12 2 10/19/12	M-F 10-11a	CM	\$250.00 10a-11a	0.00 TF	7 :30	2	\$250.00 P-3	0.00 NM	2	\$500.00
211 111110	10/10/1	2 10/10/12	M-F 10-11a	O.V.	100 110		.00	_	φ200.001 0	0.00 1411	_	Ψοσσ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E16 WKYC		10/21/12	Days of Our Lives	c CM	\$250.00	0.00 TF	7 :30	1	\$500.00 P-3	0.00 NM	1	\$500.00
E 10 WKIC	10/16/1	2 10/19/12	Days of Our Lives		1p-2p	11	30	'	φ500.00 F-3	U.UU INIVI	'	φουυ.υυ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TF	1	\$500.00	0.00	C 00		A4 000 00 D 0	0.00.104		# 4 000 00
E 17 WKYC	10/20/1	2 10/20/12	Sat 9-1030a Channel 3 News	CM 9am Sat	9a-1030a		S- :30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-		\$1,000.00	0.00						
E 18 WKYC	10/21/1	2 10/21/12	Sun 9-1030a Channel 3 News	CM Sup 9a	9a-1030a		- S :30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	S	1	\$1,000.00	0.00						
E 19 WKYC	10/21/1	2 10/21/12	Browns Pre-Game Browns Pre-Game		1130a-12p		-S :30	2	\$500.00 P-3	0.00 NM	2	\$1,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S	2	\$500.00	0.00						
E 20 WKYC	10/18/1	2 10/19/12	M-F 3-4p The Doctors	CM	3p-4p	TF	7 :30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TF	1	\$450.00	0.00						
E 21 WKYC	10/18/1	2 10/19/12	•	CM	4p-5p	TF	7 :30	2	\$600.00 P-3	0.00 NM	2	\$1,200.00
Sta	rt Date	End Date	Ellen Degeneres Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TF	2	\$600.00	0.00						
E 22 WKYC	10/22/1	2 10/22/12	M-F 4-5p	CM	4p-5p	M	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
Sto	rt Doto	End Data	Ellen Degeneres Weekdays	Spoto/Mook	Poto	Doting						
Week: 10/	rt Date 22/12	End Date 10/28/12	M	Spots/Week 1	Rate \$600.00	Rating 0.00						
E 23 WKYC	10/18/1	2 10/19/12	M-F 5-6p	CM	5p-6p	TF	7 :30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
Ct-	mt Data	Frad Data	Dr. Phil	Co ata ///a ala	Data	Datina						
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 24 WKYC			EN (M-Su)	CM	M-F 6-730p	m/SS 6 TI	FSS :30	1	\$1,700.00 P-5	0.00 NM	1	\$1,700.00
_	. 5		Early News (M-S	,	(6:00 PM-6:	•						
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> TFSS	Spots/Week 1	Rate \$1,700.00	Rating 0.00						
E 25 WKYC			Nightly News	СМ	M-Su 6:28p		FSS :30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Sta	rt Date	End Date	Nightly News Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TFSS		\$1,800.00	0.00						

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ys Le	en Spots	s Rate	e Pri	Rtg Type	Spots	Amount
E 26 WKYC	10/18/1	2 10/19/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p	[ΓF	:30	1 \$1,200.	00 P-5	0.00 NM	1	\$1,200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/ E 27 WKYC		10/21/12 2 10/19/12		CM	\$1,200.00 730-8p	0.00	ΓF	:30	4 \$1,400.	00 P-3	0.00 NM	4	\$5,600.00
Sta	rt Date	End Date	Entertainment To Weekdays	onight Spots/Week	Rate	Rating							
Week: 10/	15/12	10/21/12	TF	4	\$1,400.00	0.00							•
E 28 WKYC	10/22/1	2 10/22/12	M-F 730-8p Entertainment To	CM onight	730-8p	М		:30	1 \$1,400.	00 P-3	0.00 NM	1	\$1,400.00
Sta Week: 10/	rt Date	End Date	Weekdays M	Spots/Week	Rate \$1,400.00	Rating							
E 29 WKYC		10/28/12 2 10/20/12		CM	7-8p	0.00	S-	:30	1 \$650.	00 P-3	0.00 NM	1	\$650.00
Ct-	mt Data	Fred Data	Sat 7-8p	Consta AA/a a la	Data	Datina							
Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00							
E30 WKYC	10/22/1	2 10/22/12	Mon Prime Other Monday Prime O		Various (8:00 PM-10	M		:30	2 \$5,000.	00 P-5	0.00 NM	2	\$10,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/ Spot Ch	22/12 Date Ra	10/28/12 ange D	M escription		\$5,000.00 t/End Time	0.00	Week	kdays L	ength.	Rate	Rtg Type		
3 NKYC	10/22/12	2-10/28/12 N	on Prime Other	Vari		(8:00 PM-10					0.00 NM		
	e <i>MG 30.</i> gm Chan												
	10/22/12 e MG 30.		Ion Prime Other	Vari	ous	(8:00 PM-10):00 M		:30 (\$5,0	900.00)	0.00 NM		
[Pr	gm Chan	ige]											
_	10/22/12 for 30.4	2-10/22/12 M - 10/22	Ion Prime A	8p-9	р		M		:30 \$5,	000.00	0.00 NM		
6 NKYC	10/18/12	2-10/18/12 T	hu Prime C	10-1	1p		T	'h	:30 \$5,	000.00	0.00 NM		
	for 30.3		Man Drima C	CM	10.115	M		.20	2 62 000	00 D E	0.00 NIM	,	¢e 000 00
E31 WKYC	10/22/1	2 10/22/12	Mon Prime C Mon Prime C	СМ	10-11p	M		:30	2 \$3,000.	00 P-5	0.00 NM	2	\$6,000.00
Sta Week: 10/	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$3,000.00	Rating 0.00							
Spot Ch	Date Ra	nge D	escription 0	Star	t/End Time	0.00	Week	kdays L	ength		Rtg Type	İ	
	10/22/12 e MG 31.	2-10/28/12 N .3,31.4	ion Prime C	10-1	тр		M		:30 (\$3,6	/UU.UU)	0.00 <i>NM</i>		
	gm Chan	ige] 2-10/28/12 N	Ion Prime C	10-1	1n		M		·30 <u>/\$3 (</u>	000 001	0.00 NM		
Se	e MG 31.	.3,31.4	ion i mino o	10 1	· P		141		.ου(φο,	,00.00)	0.00 14111		
	gm Chan 10/18/12	ige] 2-10/18/12 T	hu Prime A	8-9p	ı		T	'h	:30 \$3,	000.00	0.00 NM		
-	for 31.2	•					_						
	10/18/12 for 31.2	2-10/18/12 T 2,31.1	hu Prime B	9-10	p		T	'h	:30 \$3,	000.00	0.00 NM		
E 32 WKYC		•		СМ	9-10p		F	:30	1 \$2,800.	00 P-5	0.00 NM	1	\$2,800.00
Sta	rt Date	End Date	Fri Prime B Weekdays	Spots/Week	Rate	Rating							
Week: 10/	15/12	10/21/12	F	1	\$2,800.00	0.00							
E 33 WKYC	10/20/1	2 10/20/12	Saturday Night Li Saturday Night Li		1130p-107a	1	S-	:30	1 \$1,800.	00 P-3	0.00 NM	1	\$1,800.00
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S-	Spots/Week	Rate \$1,800.00	Rating 0.00							
E 34 WKYC				CM	11P-1135P	7	ΓFS-	:30	1 \$1,600.	00 P-5	0.00 NM	1	\$1,600.00
C+-	rt Date	End Date	Late News (M-Su	ı) Spots/Week	Doto	Rating							
Week: 10/	15/12	10/21/12	<u>Weekdays</u> TFS-		Rate \$1,600.00	0.00							
E35 WKYC	10/18/1	2 10/19/12		CM	1135p-1237	'a'	ΓF	:30	2 \$900.	00 P-3	0.00 NM	2	\$1,800.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate P	ri Rtg Type	Spots	Amount
			Tonight Show Tonight Show										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratii	ng						
Week: 10/	15/12	10/21/12	TF	2	\$900.00	0.	.00						
E 37 WKYC	10/21/1	2 10/21/12	NFL Regular Sea	son Fo 6 M	NFL Footba	all	5	S :30) 15	\$10,250.00 P-	3 0.00 NM	1	\$10,250.00
			NFL Football		(8:15 PM-11	1:30 PM	1)						
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratii	ng						
Week: 10/	15/12	10/21/12	S	15	\$10,250.00	0.	.00					J	

Totals 37 \$57,700.00